

Webinar: How to Sell to the Government of Canada

May 19, 2011

11:00 AM – 1:30 PM PDT

In February 2010, Canada and the United States reached an agreement extending Canada's coverage under the WTO Government Procurement agreement to provinces. ***Washington businesses can now bid on an equal basis for Canadian government contracts at both the federal and provincial government levels.***

Canadian government procurement covered by the agreement was valued at **US \$86 billion** in 2010.

The Washington State Department of Commerce, the U.S. Commercial Service in Seattle, WA, the U.S. and Foreign Commercial Service in Vancouver, BC and Ottawa, ON, and Washington State General Administration are joining forces to help your business gain access to this opportunity.

EVENT SCHEDULE

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| 10:00 a.m. | Sign in open |
| 11:00 a.m. | Opening Remarks
<i>Richard Steffens, Minister Counselor, USCS Ottawa, Canada</i> |
| 11:05 a.m. | Context of This Initiative, Remarks
<i>Robert Hamilton, Governor's Advisor for Trade Policy</i> |
| 11:15 a.m. | How to Sell to the Federal Government of Canada
<i>Caroline Landry, Director, National Capital Regional Office Public Works and Government Services Canada (PWGSC)</i> |
| 11:55 a.m. | MERX Demonstration
The Federal Government's Electronic Tendering Service
<i>Tracy Reid; Merx (613 727-4909) (speaker to be confirmed)</i> |
| 12:35 p.m. | Selling to the Province of British Columbia (includes BC Bids)
<i>Duncan McLelland, Director, Purchasing Services Branch Procurement, Shared Services BC</i> |
| 1:15 p.m. | Wrap-up remarks
<i>Diane Mooney, Director, Seattle Export Assistance Center</i> |
| 1:20 p.m. | Closing Remarks
<i>Richard Steffens, Minister Counselor, USCS Ottawa, Canada</i> |

To Register: See Sidebar



The Canada Opportunity

Canadian government procurement covered by a WTO agreement was valued at **US \$86 billion in 2010.**

Learn from Canadian procurement officials how to gain access to this market.

Registration fee: \$25

Deadline: May 17, 2011

To Register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=1Q89>